



## **MEDIA SERVICES ADMINISTRATOR**

### **Purpose:**

To actively support and uphold the city's stated mission and values. To perform a variety of administrative and complex technical duties involved in the coordination, design, and implementation of multimedia/video productions and still photography relating to media and public relations; communications; marketing; special projects and events.

### **Supervision Received and Exercised:**

Receives direction from the Community Relations Manager or from other supervisory or management staff.

Exercises direct supervision over technical media services staff, intern assistants, and contract / freelance employees.

### **Examples of Duties:**

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Duties may include, but are not limited to, the following:

- Coordinate, oversee, and participate in the development of audio-visual and multimedia productions for promotional, informational, and training purposes.
- Coordinate and assess the technical and production aspects and capabilities of the city's government access channel; promote city programming for internal and external audiences.
- Approve all audio-visual production requests; prioritize and maintain detailed records of all requests for production, media and video equipment service.
- Review scripts and provide post-production critiques with staff to ensure quality production standards of program content.
- Advise and consult with city management and staff to determine audio and visual uses and needs; recommend services and procedures; assist

*Effective November 1989*

*Revised November 2001 (range adjust due to market)*

*Revised August 2005 (update job duties and MQs)*

## CITY OF TEMPE

### Media Services Admin (continued)

management staff, elected officials, civic organizations and citizens in developing programs and coordinating activities and events.

- Oversee, prepare, and administer media services budget to include the purchase of audio and visual equipment, tape and film stock, and outside services.
- Consult and advise vendors of city's needs for contracted media-related services; assist vendors in preparing bids for equipment purchases and contracts for major equipment repair services.
- Administer the Media Services Center's internal policies and procedures; determine government access programming guidelines and develop budgetary goals and objectives.
- Oversee and maintain library of audio and videotapes and programs produced by and for the city; maintain detailed records of all requests for production, media and video equipment service and maintenance.
- Assist City Attorney's Office in preparing lease contracts and obtaining copyrights.
- Direct and photograph all still photography for portraits and multimedia presentations for the city.
- Perform minor preventative maintenance on equipment as required; send equipment to service shop for major repairs as necessary.
- Knowledge of principles and practices of personnel management and supervision.
- Knowledge of current television industry trends, techniques and technology.
- Perform related duties as assigned.

### **Experience and Training Guidelines:**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. The hiring department may include job related experience, training or license and certification preferences at the time of recruitment. A typical way to obtain the knowledge and abilities would be:

#### **Experience:**

Four years of full-time, professional production and/or broadcasting experience in audio-visual/multimedia. Some supervisory experience is desirable.

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CITY OF TEMPE  
Media Services Admin (continued)

**Training:**

Equivalent to a Bachelor's degree from an accredited college or university with major course work in multimedia / video / broadcast production, telecommunications, educational media, or related field.

**Licenses / Certifications:**

Requires the possession of, or ability to obtain, an appropriate, valid Arizona driver's license.

**This position is included in the City's classified service, pursuant to City of Tempe Personnel Rules and Regulations, Rule 1, Section 103.**

**Job Code: 0780**

**FLSA: Exempt**